



## EXHIBIT SPACE APPLICATION PROCESS

Thank you for your interest in applying for exhibit space at 2009 Indiana State Fair. Please review all of the enclosed information outlining policies, procedures and guidelines you should be aware of when applying for space as a "concessionaire" (food vendor, commercial exhibitor, Expo Hall exhibitor, Machinery Field exhibitor or outside exhibitor). Then, complete the application and submit it with ***required photos for each trailer, stand, or booth and brochures whenever possible. NO APPLICATION FEE IS REQUIRED.***

Exhibiting your goods or services at the Indiana State Fair is an excellent marketing opportunity. In fact, 80% of the organizations and companies return each year. To fill the remaining 20% of open spaces, we seek the highest caliber, most unique, goods or services that will enhance the commercial quality and variety of our Fair.

This application process allows your company to be considered for space at the Indianan State Fair.

**Submitting the attached form does not constitute a contractual agreement between our organizations.** All applications will be reviewed taking into consideration Indiana-owned businesses, size, type of product and services, attractiveness of booth or trailer, revenue potential, stand design, structure, sanitation requirements and physical constraints. Due to the fact that we process returning exhibitor contracts through March and April, we typically may not know space availability until the end of April or early May.

Thank you again for your interest in becoming an exhibitor at the 2009 Indiana State Fair. We look forward to working together to create the best State Fair.

### 2009 Indiana State Fair – General Information

Dates:	August 7-23, 2009
General Adult Admission:	\$8
Children age 5 and younger:	Free
Reserved Exhibitor Parking (West Lot):	\$100
Gate Hours:	8 am-9 pm Sun-Thurs; 8 am-9:30 pm Fri-Sat
Total Attendance in 2008:	860,000
Commercial Exhibits (Indoors & Outside)	550
Concession Office	Indiana State Fair 1202 E. 38 <sup>th</sup> Street Indianapolis, IN 46205 317-927-7510
Year-Round Office Hours	8:30 am – 5:00 pm (M - F)
Fair Office Hours	8:00 am – 6:00 pm Daily
Recorded Information Line (after hours)	317-927-7500
World Wide Web Site:	<a href="http://www.indianastatefair.com">http://www.indianastatefair.com</a>
E-mail Address:	<a href="mailto:bsigmon@indianastatefair.com">bsigmon@indianastatefair.com</a> <a href="mailto:kwolfred@indianastatefair.com">kwolfred@indianastatefair.com</a> <a href="mailto:cmcquire@indianastatefair.com">cmcquire@indianastatefair.com</a>

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## POLICIES, PROCEDURES AND GUIDELINES

- ★ **Exhibit Space** – All commercial space is rented for the entire run of the Indiana State Fair. **Indoor exhibit space:** 10'x10' - \$1,050.00; 20'x10' - \$1,500.00; 20'x20' - \$1,900.00; corner booths will be charged an extra \$100.00. The Expo Hall total 74,000 square feet with air conditioning, concrete floors, and overhead doors. **Outdoor exhibit space:** Minimum of 15' sold at \$75.00 per front foot. For a fee, each space comes with electrical hook-ups and some have water hook-ups available. **Machinery Field exhibit space:** \$800-\$900 per lot of agriculture-related products or \$75.00 per front foot for non-agriculture-related products.
- ★ **Admission** – All exhibitors and their employees must pay admission to enter the Fair each day. Discounted Exhibitor tickets are available for \$7. Two (2) Photo IDs are provided per contract. **Exposition Hall exhibitors will be provided with two books of admission tickets per contract.**
- ★ **Hours of Operation** – **Expo Hall** – Daily 10a.m.-9 p.m. **Outdoor Exhibits** – Daily 10 a.m.-10 p.m. Vendors are required to be staffed and operating during every day of the Fair during the public open hours.
- ★ **Indiana Retail Merchants Certificate (IRMC)** – Anyone doing business in the State of Indiana is required to have an **IRMC** and must supply a copy of this information to the Concessions Office. If you need a license or have any questions, please contact the Indiana State Department of Revenue – 317-233-4015.
- ★ **Insurance** – A certificate of insurance must be submitted with signed contracts to cover your operation. The certificate must name the Indiana State Fair Commission as certificate holder or additional insured. Rates are: General Aggregate - \$2,000,000; Products-Completed Operations Aggregate - \$1,000,000; Each Occurrence - \$1,000,000; Personal & Advertising Injury - \$1,000,000; Medical Expense - \$5,000; Damage to Premises Rented to You - \$300,000.
- ★ **Percentage Rates** – All concessionaires assigned to a percentage rate will pay a guarantee deposit. The non-refundable guarantee deposit is calculated on the front footage of the space by using the location per foot rental rate, unless otherwise stated. Concessionaires will pay their assigned percentage (see below) of the gross sales after taxes OR the guarantee deposit, whichever is greater.

<b>Outside Food &amp; Beverage</b>	<b>20%</b>	<b>Indoor Food &amp; Beverage</b>	<b>30%</b>
<b>Novelty Locations</b>	<b>25%</b>		
- ★ **Products** – Helium balloons, t-shirts, lighters and noise making items are not allowed. Items with an adhesive backing are not to be given away – this includes bumper stickers, stick-on items for clothing, etc. Guns, knives, ninja weapons and other weapons will not be permitted to be sold or displayed.
- ★ **Sales Tax** – Commercial sales tax for all sales is 7% in the State of Indiana. An additional 2% (9% total) for food and beverage sales.
- ★ **Storage** – There is no space available for rent for storage on the grounds. Concessionaires must provide their own storage on-site or off-site.
- ★ **Tent Requirements** – Stands and tents must meet the approval of the Concessions Office. Tents must be of a higher quality than the standard pop-up tent. All tents must have label affixed to it indicating it is **flame-resistant** or paper work must be available indicating material has been treated with **flame-retardant**. Any questions regarding your tent or stands, please ask the Concession Office. We do not furnish any concession stands or tents. No part of a stand – awning, hitch, etc. – is to extend over the sidewalk or into the street.